

Bachelor of Arts in Retail Management

The Bachelor of Arts in Retail Management emphasizes both theoretical knowledge and the practical skills needed to effectively manage a variety of retail operations. This online bachelor's degree will focus on interpersonal, managerial, human resource, leadership, communication, and the critical thinking skills necessary for success in the retail industry. Completion of this online program can help to propel your current career as a professional retail store manager, or to help you prepare for new retail management positions.

This program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) (<http://www.acbsp.org>).

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Apply the principles and theories of planning, organizing, staffing, directing, leading, and controlling in retail management used by successful retailers in today's global economy.
- Assess the importance of retail strategy formulation and strategic perspectives of retail management on the impact of retailing in the global economy.
- Deconstruct the impact of innovation within the retail industry to include its challenges and solution-driven strategies to remain current with today's ever-changing technologies.
- Evaluate retail operations to include successful implementation strategies and operational processes that maximize store profits.
- Summarize and assess retail merchandising operations in the competitive marketplace in relation to corporate profitability.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	39
	Select one of the following concentrations	9
	Business Analytics (p. 3)	
	Digital Retailing (p. 3)	
	Marketing (p. 3)	
	Reverse Logistics Management (p. 4)	
	Final Program Requirements	3

Elective Requirements	39
Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM280	Exploring Society and Cultures via Science Fiction	

Civics, Political and Social Sciences (6 semester hours)¹

Select 2 courses from the following:	6
ANTH100	Introduction to Anthropology
ANTH202	Introduction to Cultural Anthropology
CHFD220	Human Sexuality
COMM211	Social Media and Society
COMM240	Intercultural Communication
ECON101	Microeconomics
ECON102	Macroeconomics
EDUC200	Humane Education: A Global Interdisciplinary Perspective
GEOG101	Introduction to Geography
HOSP110	Practical Food Safety and Awareness
IRLS210	International Relations I
LITR212	Forgotten America—Under Represented Cultures in American Literature
LITR235	Four Points of the Compass: Culture and Society Around the World
POLS101	Introduction to Political Science
POLS210	American Government I
PSYC101	Introduction to Psychology
SOCI111	Introduction to Sociology
SOCI212	Social Problems
SOCI220	American Popular Culture
STEM280	Exploring Society and Cultures via Science Fiction

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
Select 1 course from the following:	3	
COMM200	Public Speaking	
ENGL101	Proficiency in Writing	
ENGL115	Argumentation and Rhetoric	
ENGL210	Introduction to Literature	
ENGL220	Technical Writing	
ENGL221	Scientific Writing	
ENGL226	Effective Business Communication	
HRMT101	Human Relations Communication	
IRLS200	Information Literacy and Global Citizenship	
ITCC231	Introduction to Information Technology Writing	
MGMT100	Human Relations	

History (3 semester hours)

Select 1 course from the following:	3
HIST101	American History to 1877
HIST102	American History since 1877

HIST111	World Civilization before 1650
HIST112	World Civilization since 1650
HIST121	Western Civilization before The Thirty Years War
HIST122	Western Civilization since The Thirty Years War
HIST221	African-American History before 1877
HIST222	African-American History since 1877
HIST223	History of the American Indian
HIST270	History of Science
STEM185	The History and Context of STEM

Mathematics and Applied Reasoning (3 semester hours)

Select 1 course from the following:	3
ACCT105	Accounting for Non Accounting Majors
ENTD200	Fundamentals of Programming
MATH110	College Algebra
MATH111	College Trigonometry
MATH120	Introduction to Statistics
MATH125	Math for Liberal Arts Majors
MATH225	Calculus

Natural Sciences (3 semester hours)

Select 1 course from the following:	3
BIOL180	Introduction to Biology
BIOL181	Introduction to Human Anatomy and Physiology
CHEM180	Introduction to Chemistry
ERSC180	Introduction to Meteorology
ERSC181	Introduction to Geology
EVSP180	Introduction to Environmental Science
PHYS180	Introduction to Physics
SPST180	Introduction to Astronomy
STEM100	Introduction to STEM Disciplines

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (39 semester hours)

Code	Title	Semester Hours
RTMG300	Retail Strategy	3
RTMG301	Retail Innovation	3
RTMG302	Retail Operations	3
RTMG303	Retail Merchandising Operations	3
HRMT407	Human Resource Management	3
MGMT310	Principles and Theory of Management	3
MGMT410	Strategic Management	3
MGMT311	Organizational Behavior	3

MGMT314	Management Ethics	3
MGMT315	Management Communications	3
MKTG307	Consumer Behavior	3
TLMT311	Introduction to Transportation Management	3
TLMT313	Supply Chain Management	3
Total Semester Hours		39

Students must choose a concentration for this degree program and may select from a Concentration in Business Analytics, a Concentration in Digital Retailing, Concentration in Marketing, or Concentration Reverse Logistics Management.

Concentration in Business Analytics (9 semester hours)

This concentration provides an introduction to big data analytics for retail management professionals. Students will analyze, evaluate, and organize data to facilitate problem solving and decision making in areas such as customer relations, merchandising, and many other areas of retailing where data is collected and utilized.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Research and appraise historic, current, and developing methodologies in business and big data analytics and apply them appropriately to manage the operations of a wide variety of retail businesses fields.
- Demonstrate knowledge of the data analytics framework adopted by and for retail management (including merchandizing, customer service, etc.) professionals and/or organizations, and analysis principals.
- Analyze, evaluate, and organize retail management data, to facilitate problem solving, and decision making in all areas of retail management where data is collected and utilized.

Concentration Requirements (9 semester hours)

Code	Title	Semester Hours
BUSN250	Analytics I	3
BUSN350	Analytics II	3
BUSN450	Advanced Analytics	3
Total Semester Hours		9

Concentration in Digital Retailing (9 semester hours)

This concentration introduces the world of digital retailing for retail management professionals. Digital retailing encompasses multiple facets of technology from smart stores with product experts, instant data access, to expanded use of artificial intelligence, virtual and augmented reality, expanded mobile/cashier-less capabilities, consumer protection, and seamless customer experiences with e-commerce, m-commerce, and brick and mortar locations. In addition, students have the opportunity to study digital marketing and cybersecurity.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Explore the evolution of retail markets from pre-industrial to modern day digital retailing.
- Differentiate the various forms of online and digital retailing.
- Evaluate risks inherent to digital retailing including cybersecurity, fraud, and safety protection.

Concentration Requirements (9 semester hours)

Code	Title	Semester Hours
RTMG310	Digital Retail	3
Select 2 courses from the following:		6
BUSN320	Principles of E Business	
ISSC452	Cybersecurity	
MKTG310	Digital Marketing	
RTMG311	Digital Retail Technologies	
RTMG312	Digital Retail Analytics	
RTMG313	Digital Retail Strategies	
RTMG314	Digital Merchandising	
RTMG315	Retail Cybersecurity	
Total Semester Hours		9

Concentration in Marketing (9 semester hours)

This concentration integrates marketing functions with principles of management, finance, strategic planning, and information systems. Topics include marketing plan development; marketplace analysis; psychology and sociology concepts of consumer behavior; and research techniques.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Integrate the marketing function with fundamental business enterprise concepts and principles of management, finance, strategic planning, and information systems.
- Develop a strategic marketing plan.
- Apply concepts in psychology and sociology relevant to consumer behavior.
- Analyze business markets, customer markets, and buyer markets using concepts and techniques of research for marketing decisions including problem definition, research objectives, execution and research management, and presentation of findings.

Concentration Requirements (9 semester hours)

Code	Title	Semester Hours
Select 3 courses from the following:		9
BUSN320	Principles of E Business	
MKTG308	Social Media Marketing	
MKTG400	Marketing Research	
MKTG401	Marketing Strategy	
Total Semester Hours		9

Concentration in Reverse Logistics Management (9 semester hours)

This concentration provides students with practical skills and theoretical knowledge needed to effectively apply reverse logistics management to a retail environment. The concentration will assist the student in understanding and applying retail strategy, innovation and operations to reverse logistics.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Determine the needs of today's retail operations and how to effectively apply reverse logistics.
- Evaluate and apply retail management strategies to better deploy reverse logistics in the retail environment.
- Demonstrate the importance of reverse logistics in a retail operation to reduce waste, encourage reuse for smoother and more efficient retail operations.

Concentration Requirements (9 semester hours)

Code	Title	Semester Hours
RLMT301	Introduction to Reverse Logistics Management	3
Select 2 courses from the following:		6
RLMT302	Environmental Issues in Reverse Logistics	
RLMT303	Technology in Reverse Logistics	
RLMT304	Reverse Logistics Policies and Procedures	
TLMT405	Best Practices in Reverse Logistics	
Total Semester Hours		9

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
RTMG495	Senior Seminar in Retail Management (to be taken as the last course before graduation) ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (39 semester hours)

Code	Title	Semester Hours
Select any courses not already taken to fulfill the requirements listed above. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.		39
Total Semester Hours		39